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**FOR IMMEDIATE RELEASE**

**GIS Technology Lectureship To Help Improve Management Decisions On The Ranch**

KINGSVILLE, Texas (Feb. 23, 2016)—A new lectureship offered by the King Ranch® Institute for Ranch Management (KRIRM), held March 14-16, will focus on GIS and location-based technologies to help ranch managers improve management decisions on the ranch.

The GIS Technology for Ranchers lectureship will provide participants with a multi-level view of location-based (geospatial) technologies, beginning with a broad overview and continuing through a detailed look at building a system for problem solving. Instructed by Amy Snelgrove, geospatial/technology manager for Texas A&M Institute of Renewable Natural Resources, the lectureship will discuss how technology is being used to improve management decisions and how ranch managers can incorporate these technologies into their ranching operations.

“Geospatial technology allows users to have a bird’s eye view of their land,” explained Snelgrove. “The information that can be compiled and visualized with this technology becomes a valuable asset for decision making.”

Snelgrove explained that what was once an expensive technology requiring command line programming skills and significant expertise is now readily available in a more user-friendly and familiar interface, such as Microsoft Office. This lectureship will teach participants how to use the technology and analysis tools in many hands-on exercises using the same types of data and information used in a ranching operation.

“This will allow participants to see first-hand how the technology works, where you would explore, and what kind of answers this technology can provide,” said Snelgrove.

An optional 1-day training on March 16 will be offered to give participants an even deeper understanding of GIS technology, covering the basics of ESRI’s ArcGIS software. Snelgrove explained that each participant will work through exercises using the software to answer spatial questions relating to land and will see firsthand how the software works.

While Snelgrove believes that each topic that will be discussed in the lectureship is equally as important as the next, she said the most important aspect of the lectureship is the concept of thinking spatially.

“To look at where geographic features and infrastructures sit and how they relate to one another is extremely powerful tool and allows for more effective decision making.”

The registration fee for this lectureship held in Kingsville, Texas, is \$400. The fee includes workbook materials, equipment, lunch and refreshments. This lectureship counts toward the Texas Farm Credit Certificate in Advanced Ranch Management. For more information, including the agenda, online registration, and a campus map, visit [krirm.tamuk.edu/lectureships/gis](http://krirm.tamuk.edu/lectureships/gis) or call 361-593-5401.

**About KRIRM**

Formed in 2003, KRIRM is a ranch management master’s program at Texas A&M University-Kingsville created in honor of the 150<sup>th</sup> Anniversary of the legendary King Ranch. As the only ranch management master’s program in the world, KRIRM teaches graduate students using a multi-disciplinary, systems approach to ranch management, and provides the highest quality lectureships and symposia to stakeholders in the ranching industry. For more information about KRIRM, visit [krirm.tamuk.edu](http://krirm.tamuk.edu).

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